



San Diego City Attorney **CASEY GWINN**

MEDIA RELEASE

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CITY ATTORNEY ACTS TO STOP ILLEGAL ALCOHOL ADVERTISING ON CITY BILLBOARDS

San Diego - This week, City Attorney Casey Gwinn filed criminal complaints against two advertising companies to enforce the City's ordinance prohibiting alcohol advertisements on billboards near where children frequent such as schools, playgrounds, etc. The complaints were filed against Infinity Outdoor, Incorporated, and, Clear Channel Outdoor, Incorporated. Both companies maintain a number of billboards in violation of the ordinance.

As a first offense for each company, the City's ordinance only authorizes infractions which expose the companies to a maximum fine of \$250 per violation. Subsequent offenses will be charged as criminal misdemeanors which will raise the stakes for violators.

This code enforcement effort follows the City Attorney's careful crafting of a narrow ordinance aimed at reducing underage drinking without infringing on businesses' right to advertise to legal consumers. The ordinance prohibits alcohol advertisements on billboards within 1,000 feet of where children frequent. "Alcohol advertising leads to underage drinking and underage drinking destroys lives," said City Attorney Casey Gwinn. "We need to do all we can to protect our children," Gwinn said.

Prior to enactment of this ordinance, the City Attorney participated in community meetings and researched a number of methods to learn how best to curb the alcohol use of minors.

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